

HOW IT WORKS

ONE ADVERTISER WHO WENT THE LIMIT TO DISARM CRITICISM

If Everybody Lived Up to the Glastonbury Knitting Company's High Standard, the Course of the Bureau of Investigations Would Be a Bed of Roses.

By SAMUEL HOPKINS ADAMS.

Frequently in conversation one of our friends asks: "What actually happens when a person sends a complaint to The Tribune—what are the steps, how does it work?" Actual instances—and their sequels—mean more than generalities. They visualize the Money-Back Guarantee. Our friends invariably say: "Why don't you print these details?" So we thought we would. And, from time to time, we shall.

All that The Tribune asks of advertisers in its columns is that they conform to this newspaper's principles of good faith as implied in its guarantee. It does not censor advertising "copy" except in respect to misleading or objectionable statements. That its readers shall be insured against loss or deception at the hands of a Tribune advertiser is the underlying principle of its guarantee. Further than this it does not go. While it regards as a highly desirable standard that every fact alleged in an advertisement be susceptible of accurate proof, it does not insist upon this, and it cheerfully allows a certain latitude to the enthusiasm of the merchant whose fervor sometimes carries him away with it.

There is a certain class of advertiser who will take advantage of this attitude to go just as far as he believes that he can safely go; and nine times out of ten he goes just a little further, whereupon some of our watchful reader-critics catch him at it, and he finds himself forced to swallow in print some unpalatable truths about himself. There is the other kind of advertiser, the merchant who has so great a respect for himself and his wares that he will go to all reasonable lengths to meet any criticism, however fastidious. An example of this spirit is furnished by the Glastonbury Knitting Company, manufacturers of Glastonbury Health Underwear. (Those argus-eyed critics who so enjoy catching us in an error of so much as one letter are adjured to preserve their two-cent stamps. Glastonbury-with-an-o-garments are made by the Glastonbury-with-an-o-company. It is confusing, but it is a fact.)

Some months ago a reader, "W. B.," criticised certain phases of the Glastonbury advertising. In the Ad-Visor column I referred to his letter as an example of hyper-criticism, pointing out that its implications were not wholly borne out by the wording of the advertisement, and that the meaning of the Glastonbury statements was perfectly clear and in no sense misleading.

Meantime he complained to the "Journal of the American Medical Association," which had also been carrying the Glastonbury copy, and upon hearing from that publication, wrote to The Tribune as follows:

"Exhibit 1 is from The Tribune. Exhibit 2 is from 'The Journal of the American Medical Association,' which, we will admit, is kind of critical of the claims of advertisers. Somebody, you see, is always taking the joy out of advertising. Note the distinction in the 'safety' clause in the two exhibits—a distinction with a difference, don't you think? W. B."

The clause referred to read in The Tribune:

(1) "Safety First, Last and All the Time—Against Sudden Chills, Colds, Pneumonia and Rheumatism."

In "The Journal of the American Medical Association," where objection had been made to this form, the paragraph read:

(2) "Safety First, Last and All the Time—against sudden chilling of the body, a pre-disposing factor in Colds, Pneumonia and Rheumatism."

Now, it would not have occurred to any of The Tribune's censorious staff to object to the former statement. That any Tribune reader would be led to purchase underwear in the belief that it was a sure preventive of any disease is unthinkable; so there appeared to be no quality of deceptiveness in the advertisement. Nevertheless, on the ground that "Safety First, Last and All the Time" might possibly be regarded by some reader as a claim of sure preventive qualities, the Tribune Bureau of Investigations forwarded the "W. B." letter to the Glastonbury Knitting Company for its comment. The Glastonbury people promptly replied, unfolding an interesting sequence of events in the life-changes of an advertisement. First, it appears, a correspondent of "The Journal of the American Medical Association" (the same "W. B.") had objected to the phrasing of the "Safety First" claim, and the advertising manager of that magazine, which censors its advertising as rigidly as any publication in America, wrote to the Glastonbury people as follows:

"From a strictly scientific viewpoint his remarks are warranted. For example: 'Colds, Pneumonia and Rheumatism' are classified as infectious diseases, and to intimate to physicians that 'safety' is insured against acute infections by wearing Glastonbury Health Underwear is almost certain to be ridiculed. It is very true that proper underwear is valuable as a prophylactic agent in preventing sudden chilling of the body, but physicians will know that acute fevers will frequently occur in patients when the body covering is of the most approved character."

The letter further suggested the change of the one paragraph to read against sudden chilling of the body, a pre-disposing factor in colds, etc., as in No. 2 above.

Now, I have had enough experience with advertisers to know that nine out of ten would have found basis for argument here, and would have seized upon it. Not the Glastonbury company. They were not interested in argument. They were interested in having their advertising right. They promptly accepted the medical journal's amendment, and adopted the wording for use in all medical publications. In the belief, however, that it might not be readily understood by the general public, the underwear firm asked "The Journal of the American Medical Association" to advertise manager to suggest a phrase which, while unobjectionable, would be simple and non-technical. To this the manager replied:

"The wording of your advertisement as formerly inserted, to wit: 'Safety First, Last and All the Time against Chills, Colds, Pneumonia and Rheumatism, etc.' while not strictly correct when analyzed by a scientific medical man (one accustomed to think independently), yet should be quite proper text, and at the same time very convincing, in an advertisement intended to reach the masses."

Indorsement of this kind from a publication confessedly the foremost in rigid censorship of all advertising bearing upon medical matters, would have been satisfactory to most concerns. But the Glastonbury Knitting Company was not so readily satisfied. If their advertising was not "strictly correct" enough for any medium, it was not strictly correct enough for their business. Their secretary E. A. Robinson, took the matter up further with the Tribune Bureau of Investigations. He wrote: "Our object in wording the advertisement (No. 1) as we did was to place the subject in as plain words as possible for the masses who read the newspapers, and, as stated in our letter to Mr. Brown (of 'The Journal of the American Medical Association'), many of them would not understand what a 'pre-disposing factor' meant. We had no intention whatever of misrepresenting our goods or misleading the public. The Glastonbury underwear has stood the test for so many years that it is not necessary to advertise anything but the name. Our advertisement appeared all last season with the wording 'a pre-disposing factor in colds, etc.,' without criticism, and in our opinion there is no question but what suitable underwear is a protection against these ailments. Still, it is not absolutely necessary for us to use this wording, and we would not object to a change, but we are taking particular notice of the criticism of 'W. B.' we would greatly appreciate your views on this subject, and we would gladly entertain a suggestion from one of your standing, whom we consider in a position to criticize."

The bureau found nothing to criticize. But in the spirit of co-operation which Mr. Robinson's letter so courteously invited, and with a view to obviating even technical criticism, it suggested this substitute for the paragraph under discussion:

"Safety First—against chilling of the body; often the forerunner of Colds, Pneumonia and Rheumatism."

The final letter from Secretary Robinson of the Glastonbury Knitting Company clears up the entire problem:

We beg to acknowledge receipt of your favor of November 15 and we thank you for your courteous letter, which we fully appreciate. We wish to compliment you on the wording you have suggested for the advertisement, and to say that we have to-day instructed our advertising agents to have our advertisement changed, using the wording which we think is the best we have seen yet, and covers the situation entirely. We prefer it to the wording suggested by you, whatever it may be, for the medical journals, we are going to let the wording "a pre-disposing factor" remain, but in all our magazines and newspapers we will have it changed to the wording suggested by you.

We wish to emphasize the fact again that we had no intention whatever to mislead the public by the wording we were using, also as perhaps you well know, the Glastonbury underwear is of such a quality and long standing that it has earned its reputation, and does not require any misleading statements to sell it.

We again thank you for your suggestion, and if at any time there is any question about the wording of our advertisement we would consider it a favor to have you call our attention to it.

THE GLASTONBURY KNITTING COMPANY.

E. A. Robinson, Secretary.

At no time was there any suspicion in the Tribune Bureau of Investigations that the original advertisement was intended to be misleading, nor, indeed, that it was likely to produce that effect. Nevertheless, the attitude of the Glastonbury Knitting Company cannot be too highly commended. It measures up to the most-head standard of truth in advertising; that an advertisement should be so worded that misconstruction of it is impossible. If all advertisers lived up to that standard, the future course of the Bureau of Investigations would be more like a bed of roses and less like a field of battle.

WALKER WHISKED OUT OF PRISON

Rule as to Leaving Time Waived to Accommodate Paroled Embezzler.

FORGET IT! PLEA OF FREED BANKER

Disposition of Stolen Bonds Revealed—Marketed by Gonsdorf Gang for \$300,000.

(From a Staff Correspondent of The Tribune.) New Britain, Conn., Dec. 4.—"Forget it!"

That is the message William F. Walker, bank embezzler, sent to all reporters who called at the home of his brother-in-law, Judge John H. Coats, to-day.

In delivering the message Judge Coats added emphasis of his own.

"Forget it! forget it!" he insisted. "Talking about this thing will not bring back the past or bring back the money of the bank. Forget it! We want to forget it. The sooner you stop writing about it the sooner the public will forget it."

"Mr. Walker wants to forget it; every one wants to forget it. He has none of the money, and the bank folks know it. Why not, then, forget it?"

Walker, who insisted on remaining at the prison in Westfield last night because he feared photographers would get his picture, was hurried out of the jail this morning. To the last the same consideration which for seven years saved him the humiliation of sleeping in a cell was shown him. For him the rule which says no prisoners shall be discharged from the prison before 9 o'clock in the morning was waived and he left before the prison was really astir.

And, lest he suffer annoyance through using an ordinary vehicle, the prison automobile was placed at his disposal. In it he made the run to the home of his brother-in-law in Vine Street, where his sister, Mrs. Coats, was awaiting him. At Judge Coats' home he had another breakfast—had eaten one in the prison—and then settled himself in the sunny parlor to read the morning papers.

Walker's Programme Changed.

Last minute changes have served to keep Walker in Connecticut for a few days at least. The programme up to last night was to take Walker at once to friends in Northern New England.

But the clamor aroused by his release, and the possibility that he might be called back soon to plead to the standing indictments against him served to change matters. On the advice of a member of the Parole Board Walker will stay here for a few days or until State's Attorney Hugh F. Alcorn, of Hartford, decides whether he wants him.

If Alcorn yields to the wishes of those in charge of the Savings Bank of New Britain, from which Walker took \$565,000, he will not be permitted to stay in New Britain. Like Walker and Judge Coats, E. H. Stanley, treasurer and active head of the bank, is desirous that the public "forget it."

"This publicly," he declared, "is not doing this bank any good. We are in good shape now, with larger deposits than we ever had in Walker's day—\$1,000,000 more, in fact—though more than \$1,250,000 was drawn out in the run that followed the discovery of his defection. Our surplus has been built up until at the last report it stood at \$310,000. Renewed publicity does not help us in our work."

"But has the bank no interest in the funds that were taken and of which the state's attorney even now does not know what disposition was made?" Then, for the first time since Walker's arrest, eight years ago, the disposition of all the bonds taken by the cashier was made known.

Stolen Bonds Marketed.

"In all," said Mr. Stanley, "Walker took \$75 bonds. Of this number, 245 are in the hands of innocent purchasers for value. Of the rest, we recov-

"BOHEMIA'S JOYLAND"
Check Formality with Your Hat.

LITTLE HUNGARY
BROADWAY AT 48th ST.

FAMOUS DINNER
WITH
HUNGARIAN WINES

6 TO 9 P. M. DAILY \$1.50

SUPREME LUNCH, 11 A. M. to 3 P. M., 50 CENTS.

A LA CARTE ALL HOURS

Gypsy Band, Dancing, High Class Professional Cabaret and "Patrons' Cabaret" open to all for Prizes.

NEW YEAR'S EVE CARNIVAL
Telephone now for Table Reservations, Bryant 9290 and 9277.

STRAND ROOF GARDEN
BROADWAY AT 47th ST.
INAUGURAL SUNDAY
OPENING
TO-DAY

8 P. M. to 12
Dancing Contest 5 P. M.
PRIZES \$20 IN GOLD.

EUGENIC MARRIAGES TO BE DISCUSSED
Moral Prophylaxis Society Will Hold Public Meeting to Urge State Law.

RACETRACK TAKEN BY POLICE RAIDERS
Drew Many Visitors. Detectives Charge, to West 39th St. Room.

A miniature racetrack with wooden ponies and a novel track was seized last night by detectives under Sergeant Donnelly in an alleged poolroom in West Thirty-ninth Street and taken to the West Thirtieth Street police station.

With the paraphernalia went three prisoners. All gave 254 West Thirtieth Street as their addresses. John Walker, thirty-one, said he was a shipbuilder; Albert Pitt, twenty-nine, said he was a clerk; and Miss Ida Early, thirty, said she was a telephone operator.

Detective William J. Cerene had observed the working of the baby grand racetrack for four weeks while playing the wooden ponies and now as an insurance agent, the racetrack, made of quartered oak, was ten feet long and three feet wide. It was slanted on a table and its horses, with solid ivory jockeys, were kept going by vibrations from a track and a machine that drew electrical power from a socket in the wall. Cerene said that the place was crowded at all times, and big sums were wagered by wire as well as in the poolroom.

Detectives also raided an alleged poolroom in an office building in West Forty-second Street on warrants issued by Chief Magistrate McAdoo. William Cole, of 616 Sixth Avenue, was arrested and charged with maintaining a poolroom.

RECTOR'S
America's Leading Restaurant

You'll revel in the pleasant and enjoyable environment at Rector's.

The food is temptingly good—the service wonderfully thorough.

There is no pleasanter way of spending any part of an evening than at Rector's.

DINNER DE LUXE.
In the luxurious ballroom we serve a marvelous dinner from 6 to 9 at \$1.50 a cover. Diverting entertainment, furnished by a cheery, tough, to let you know—and you can dance if you choose.

A LA CARTE.
The main dining room offers an à la carte service that makes it the meeting place of the most critical diners. The orchestra is superb and an entertainment par excellence.

AFTER THEATRE.
See the sensational dancing act, "The Artist and the Model," featuring Miss Melissa Ten Eyck and Mr. Max Welby.

Two superb orchestras—Two wonderful dancing floors. Our afternoon Tea Dance offers most restful diversion.

For Reservation—Phone Bryant 3200.

Handkerchiefs
Men's Initial Handkerchiefs—pure linen—1/2 doz. in box—\$2.04
Other Initial Handkerchiefs, 1/2 doz. in box—\$1.50
Men's Initial Handkerchiefs—1/2 doz. in box—\$1.50
Men's Pure Linen Handkerchiefs—1/2 doz. in box—\$1.50
Men's Silk Initial Handkerchiefs—white with white initial or colored border with colored initial—several styles—each .49
Men's Plain Silk Handkerchiefs—hemstitched or tate border—each .39 to 1.08
Men's Crepe de Chine Handkerchiefs—white with colored border, or solid colors—each .49 to 1.49
Men's Silk Mufflers—cream and black brocade—each .79 to 1.49
Long Reffer Mufflers—artistic brocade centres of borders—cream, gray and black—each .98 to 2.08
Women's Pure Linen Initial Handkerchiefs, 1/2 doz. in box—\$1.25
Finer quality—sheer or cambric—machine or hand embroidered—Longfellow, and many unique floral initials—each .25 to .49
Women's Fancy Pure Linen Handkerchiefs—machine or hand embroidered—corners—scalloped, Venise, and Val lace edges—each .25
Maiden Pure Linen Appenzelle Handkerchiefs—some exquisite, hand embroidered floral effects and unique embroideries—each .49 to 1.08
Women's Pure Linen Handkerchiefs—many with hand embroidered corner—assorted—3, 4 or 6 in attractive box—each .75 to 1.08
Boys' Pure Linen Initial Handkerchiefs—each .12 1/2
Boys' Silk Initial Handkerchiefs—colored borders—each .25
Children's Hand Embroidered Pure Linen Initial Handkerchiefs—each .19
Children's Pure Linen Initial Handkerchiefs—white or colored wreath initial—3 in box—each .25
Children's Handkerchiefs, in Novelty Boxes—Santa welcomes them for the Christmas stocking—children delighted to get them—3 in box .25

FEATHER FANS
Are one of the best liked dress accessories brought out this season. Every woman is eager to have one from our fine stock of excellently chosen styles.

Natural Ostrich—high and broad and very gracefully attached to a small, straight handle of unimpaired tortoise shell. Curled or uncurled feathers in emerald green, canary, pink and bright blue—each .49 and .98

Novelty Form Fans—one side higher than the other—quills with ostrich and marabou—imitated ivory sticks—white and pastel colors—each 1.24

Ostrich Fans—curled feathers—studded, carved white sticks—white, light pink and blue—each 1.08

Little Girls' Ostrich Fans—each .49 to .98

WHOLESALE COST OR LESS
Also
Special Purchase of All Wool Dress Goods—42 to 54 inches wide—values at \$1.30—Special
Comprising Serges, Whipcords, Granites, Poplins, Diagonals, Fancy Weaves and Voiles—Tans, Amethysts, Burgundies, Whites and Blues, Black and many other shades.
Take advantage of these offerings—scarcity of dyes and raw wools makes them exceptional.

See Sunday, American, World or Herald for 29 Morning Specials on sale Monday and Tuesday till 1 P. M.

HEARN
Fourteenth Street West of Fifth Avenue

Music Every Day—Main Floor—Full Concert Orchestra.
FRANZ KALTENBORN, Conductor.
String Orchestra in Restaurant—Third Floor.

The Store of Christmas Gifts For All
USEFUL GIFTS too numerous to mention. As well as FADS and FANCIES

Dolls Games Toys Skates, etc., etc.
Watches Jewelry Silverware Gloves, etc., etc.
Handkerchiefs Toilet Articles Leather Goods Cutlery, etc., etc.
Stationery Sofa Cushions Fancy Boxes Hosiery, etc., etc.

HERE, You Secure Full Money's Worth
Following on Sale Monday and Tuesday

STERLING SILVER Useful Gift Articles
Our silver is 925-1000 pure—every piece is from a reliable maker—every quality exactly as represented to you at lower prices.

Special in Teaspoons—full size—substantial weight, Colonial design; also novelty patterns in bright and gray finishes—reg. \$4.95; 1/2 doz. .3.75

Berry Spoons, Vegetable Spoons, Salad Forks—large and heavy—excellent patterns—4.98

Table Spoons—substantial weight, plain Colonial and floral patterns—that may be matched in teaspoons and serving pieces—1/2 dozen, special—9.98

Servers for Pie, Cake or Ice Cream—substantial handles—silver plated, steel blade—2.49

Napkin Rings—Oval, hexagonal and straight designs—pierced, plain, hand engraved or engine turned—thread, bead, Grecian and plain edges—some have monogram space—49 to 2.98

Children's Sets—Knife, fork and spoon—plain or novelty designs—gold lined—3.49

Individual Salt Sets—small open dishes with spoon—size of each—in velvet lined cases—set—4.98

Children's Caps—various sizes—large variety of newest patterns—gold lined—special—2.49
Finer to 6.98

Three Piece Carving Sets—large handles—new massive patterns—fork with guard—solid tempered steel blade and silver—extra value—9.98
Other carving sets from 4.98

Cheese Sets—cut glass dish—silver serving cover and knife—others show dish in pierced silver holder—5.49 and 6.98

Toilet Sets—three pieces—new patterns—plain bright or French—gray finish—each set in case—8.98

Manicuring Sets to match—seven pieces—good size handles—in lined case—5.98

HANDKERCHIEFS
Men's Initial Handkerchiefs—pure linen—1/2 doz. in box—\$2.04
Other Initial Handkerchiefs, 1/2 doz. in box—\$1.50
Men's Initial Handkerchiefs—1/2 doz. in box—\$1.50
Men's Pure Linen Handkerchiefs—1/2 doz. in box—\$1.50
Men's Silk Initial Handkerchiefs—white with white initial or colored border with colored initial—several styles—each .49
Men's Plain Silk Handkerchiefs—hemstitched or tate border—each .39 to 1.08
Men's Crepe de Chine Handkerchiefs—white with colored border, or solid colors—each .49 to 1.49
Men's Silk Mufflers—cream and black brocade—each .79 to 1.49
Long Reffer Mufflers—artistic brocade centres of borders—cream, gray and black—each .98 to 2.08
Women's Pure Linen Initial Handkerchiefs, 1/2 doz. in box—\$1.25
Finer quality—sheer or cambric—machine or hand embroidered—Longfellow, and many unique floral initials—each .25 to .49
Women's Fancy Pure Linen Handkerchiefs—machine or hand embroidered—corners—scalloped, Venise, and Val lace edges—each .25
Maiden Pure Linen Appenzelle Handkerchiefs—some exquisite, hand embroidered floral effects and unique embroideries—each .49 to 1.08
Women's Pure Linen Handkerchiefs—many with hand embroidered corner—assorted—3, 4 or 6 in attractive box—each .75 to 1.08
Boys' Pure Linen Initial Handkerchiefs—each .12 1/2
Boys' Silk Initial Handkerchiefs—colored borders—each .25
Children's Hand Embroidered Pure Linen Initial Handkerchiefs—each .19
Children's Pure Linen Initial Handkerchiefs—white or colored wreath initial—3 in box—each .25
Children's Handkerchiefs, in Novelty Boxes—Santa welcomes them for the Christmas stocking—children delighted to get them—3 in box .25

GLOVES
All of these gloves are Fownes, Adler's, Meyer's or other best-makers—hence they are appreciated Xmas gifts.

Men's Cape Gloves—tans only—\$.98
Men's Suede Gloves—gray—\$.98
Better quality in Men's Cape Gloves—1.49 and 2.00
Men's Chambray Gloves—Fownes washable—1.49
Men's Mocha Gloves—gray—1.49
Better quality in Men's Mocha Gloves—2.00
Men's Fleece Lined Cape Gloves—tans—1.49, 1.98
Also Men's Fur Lined Mocha Gloves—4.98
Boys' Fleece Lined Cape Gloves—\$.98
Boys' Fleece Lined Mocha Gloves—Tan and Gray—\$.98
Boys' Gray Mocha Gloves—spear back—1.29
Misses' Tan Pique Gloves—2-clasp—tan shades—1.29
Misses' 2-Clasp Kid Gloves—tan and white—\$.98
Women's Washable Kid Gloves—very soft—kid embroidered—black—strapped wrist—wash perfectly—field mouse, tan—1.98
Other Washable Women's Cape Kid Gloves—1.49
Women's 2-Clasp Kid Gloves—self or black embroidered backs—tan, gray, black and white—1.29
Women's 2-Clasp Kid Gloves—black and white—\$.98
Women's 16-Button Evening Gloves—soft white kid—2.49
Also 20-Button Length White Evening Gloves—3.49

RIBBONS
7-inch Satin Ribbons—All the new shades—worth .45—\$.39
New Brocade Hair Ribbons—value 35 cts.—also new moires in desirable colors—Special—\$.29
Fancy Ribbon Showers—\$.39, .49 and .59
New Dreads—full assortment of light and dark, yd. 8 to 1.98
Pretty Rosettes for baby caps—set—\$.25, .35 and .55
Wash Ribbons—big variety—piece—6 to .85

Christmas Ribbon Gift Novelties.
Ribbon-covered Coat-hangers with rosettes of ribbon—scented—in holly box—1.39
Ribbon Dept.—First Floor.
Ribbon Hat Pin Holders—\$.49
Hair Receivers—each .50
Set—1.00

GIFT HOSIERY
Women's Black Silk Hose—lisle lined sole, heel and toe—double garter top—plain or embroidered—each 1.79
Women's Pure Silk Hose—black, white and colors—double sole, heel and toe—lisle lined—double garter top—1.50
Women's "Radmoor" Hose—black, white and full line of day and evening shades—\$.98
Women's Black Silk Lisle Hose—double sole and toe—high spliced heel—double garter top—40
Men's Silk Lined Hose—black, white and colors—24
Children's Hand and Ticket Hose—lisle lined—double sole and toe—light weight—24

TRAVEL BAGS & SUIT CASES
for the Christmas trip—and for Christmas gifts—

Leather Travel Bags—leather lined—full-length pockets—reinforced ends—special—reg. \$6.00 value—4.98

20-inch Cowhide Leather Suit Cases—crope grain, finished moire lining—inside straps—full length shirred pockets, and tie pockets—brass locks—7.49

Cowhide Leather Bags—leather lined—brass finish—lock and catches—14 to 18 inches—3.98

16-inch Leather Travel Bags—moire lining—slide ends—brass catches and drop lock—fitted with COMPLETE ivory toilet equipment (13 pieces)—10.98

A Gift Length of DRESS GOODS
is sure to be well liked—a large table in our well lighted Dress Goods Department is well stocked with choice fabrics in waist and dress lengths.

Lengths 1 to 8 Yards
Fabrics include Broadcloths, Storm and French Serges, Whipcords, Gabardines, Wool Taffetas, Henriettas, Poplins, Chinchillas, Silk and Wool Poplins, Crepes, Velours, Plaids, Soilets, Prunellas, Mixtures and Cloakings—Newest Fall and Winter Shades and Black. Priced at

WHOLESALE COST OR LESS
Also
Special Purchase of All Wool Dress Goods—42 to 54 inches wide—values at \$1.30—Special
Comprising Serges, Whipcords, Granites, Poplins, Diagonals, Fancy Weaves and Voiles—Tans, Amethysts, Burgundies, Whites and Blues, Black and many other shades.
Take advantage of these offerings—scarcity of dyes and raw wools makes them exceptional.

DOLLS
for every little girl in or near New York—loving, lovable dolls or those of sturdiness and elegance—Come and see!

TOY DEPARTMENT—FOURTH FLOOR
BOXED DOLLS—pretty dressed as little boys or girls—just the thing for teachers and others that have many presents to give—Large variety smartly dressed in all favorite colors—bisque heads, bisque and brunette curls—closing eyes—Also CHARACTER BABY DOLLS—wonderful variety, but all dressed as babies—\$.29, .49, .69, .98, 1.29

CHARACTER BABIES—entirely of bisque—chubby bodies—bald heads and baby wigs—closing eyes—may show nearly teeth—some have rosy and call "Mama" very distinctly—wonderful variety—\$.29 to 6.98

JOINTED DOLLS—bisque heads, kid and papier mache bodies—double joints—closing eyes—some have real eyelashes—handsome blonde and brunette curls—12 to 36 inches high—\$.29 to 11.49

UNBREAKABLE DOLLS—character heads—cork stuffed bodies—fully dressed as foreign princesses, Panama kiddies, and many American children—some are smiling and some, alas, are pouting—The "Kiana" Doll is included in this group—\$.49 to 1.69

RAG DOLLS—an important branch of the doll family—celluloid or fabric heads—included are infants, Miss Topsy Turvy, Red Riding Hood, Sammie Soles, Red Riding Babies and others—all good for babies, because of being so soft and cuddling—\$.49 to .98

CELLULOID BABIES—light weight—fully jointed—unbreakable—washable—various sizes—\$.29 to 1.29

KEWPIES from tiny celluloid ones to nine inch figures—some are dressed with policeman's or fireman's hats—\$.9 to .98

BED TIME DOLLS—of soft kid, hand painted to represent rabbits, parrots and little tots—\$.49

REELY-TROOLY DOLLS—all ready to put together yourself—six in each set—really a delight for little girls—\$.24

Grandola Phonographs
1916 Models
Artistic Cabinets in fumed oak or mahogany finish—perfect in tone—only department store handling this phonograph.
A marvel in tone—15 1/2 inches square—\$.98
17 inches square—1.49
Covered Cabinets, equal to higher priced instruments—2.49
TOY DEPT.—FOURTH FLOOR

ENVELOPE CHEMISES
Nainsook, Crepe de Chine, Satins—Cambric and Nainsook—1 to 17 inches square and ribbon—or hemstitch—desh and white—\$.49
Batiste—white or flesh—Empire style with double row shirring—clusters of tucks—several other styles, lace or emb'd—\$.79
Nainsook—dainty yokes, back or front—with sheer laces and emb'd—beading and ribbon—\$.98
Envelope Chemises of fine Crepe de Chine—Val, lace and 2 inserts—pink or white—1.98
Envelope Chemises of White or Pink—McKenziey Satin—Empire style with hemstitchings, shirring—3.98
Hand Embroidered Japanese Silks—Yoke design of rose spray—hand emb'd silk scalloped edge—3.49

Camisoles and Corset Covers
Nainsook Covers—deep yoke trim of newest embroideries and laces—some have lace sleeve caps—\$.49
Daintiest Corset Covers imaginable—Sheer Nainsook beautifully designed with laces and embroideries in various new designs—also Allover lace or net trim—front and back—reg. .98 & \$1.25
Beautiful assortment of dainty Corset Covers so profusely trimmed in such variety that it is impossible to describe them in a few lines; exceptional value at .98
Crepe de Chine Camisoles—bodice trim of Fish Eye or Val lace, some have organdy medallions and lace inserts—\$.98
Crepe de Chine Camisoles—Yoke of Val lace in scalloped effect, front and back and several other attractive effects—1.29
Black Satin Corset Covers with Georgette Crepe Yoke and Sleeve Straps of Satin—1.98

PIPES
make appreciable gifts in holly boxes or cases,
French Briar Bowls—rubber or celluloid bits—\$.24 and .49
French Briar Bowls—\$.69, .98
French Briar Bowls—amber bits—in cases—1.24 to .98